Semaphore Partners

IDEAS THAT INCITE LOYALTY

Meeting Minutes

Meeting: Health Issues Arch Follow up

Date: 6/10/02

Attendees: **Philip Morris**: Deane Gross, Chris Beard, Mark Whatford, Jim Ramsay, Howard Tomb, Raymond Lau (Richmond), Roger Walk (Richmond), Chris Nelson (Richmond Legal)
Semaphore Partners: Mike Maurillo, Jason Abel, Katherine Lumb

High Level Site Architecture:
Raymond and Roger in Richmond were unhappy with the nomenclature change from Risks of Smoking to Health Issues. They disagreed with the high level differentiation between health issues for smokers and other health issues related to smoking. They strongly preferred returning to architecture and nomenclature that were discussed in the content lab in Richmond, where Risks of Smoking was proposed for the name of the section, and all content on diseases and other effects appeared directly beneath this landing page on the same level. They fundamentally disagreed with the architecture that was subsequently agreed upon, which splits the content under Health Issues into Health Issues for Smokers and all other health-related content.

Chris Beard addressed their concerns by explaining the need for expediency which requires that we keep much of the content as is in order to meet our June deadline for content, but said that we could work toward an architecture like the one Richmond proposed for later phases. Deane caveated that by saying that Legal may never approve a structure like the one Richmond wants; and Katherine called attention to the fact that the architecture we created is based on perpetuating the distinction between health issues for smokers and other content in future phases, not erasing it.

The discussion went back to this point throughout the meeting, and netted out with PM agreeing to check whether Legal would accept the title Risks of Smoking for the section instead of Health Issues. Richmond feels that this language better encapsulates both health issues for smokers and other effects of smoking, like addiction.

Mid Level Site Architecture:
Our suggestion to break out Surgeon General's Reports in their own section was received well by PM. It was decided that the Surgeon General's Reports landing page could include a brief explanation of why links to only a selection of reports appear on the site (these are the only reports that deal with tobacco issues); a brief explanation of why this information has been reproduced on the PM site, instead of providing a link to the reports on the CDC site (the CDC does not keep all of the reports up on its site); and a brief statement with each link to an individual report summary explaining what is significant about that particular report (it is the first Surgeon General's Report to discuss tobacco-related health issues, e.g.). From each Surgeon General's Report summary on pmusa.com, a link would direct users to the CDC site for more information. It was also proposed that the Surgeon General's Reports landing page could contain links to all reports on the CDC site, with text to identify which were most relevant to tobacco issues. This was proposed as a way of addressing skepticism from users who might wonder why PM is presenting links to only selected reports. To make this happen, PM has to confirm that the reasons behind having this information on the site are in fact valid.

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The writers also have to research the specific importance of each summary, and create all of the new copy for this page.

Chris was very skeptical that any of this content could be created and pass Legal in time to make the Phase I deadline. He said we may have to keep the content exactly the way it is now. He said in some cases Legal won't even approve the use of anchor links or pulling links out to the right. Deane pushed back and thought it was possible. We will be prepared to keep the content the way it is on the current site if necessary.

Mark Whatford also pointed out that some third party sites have linking policies, and we will need to obtain their permission in order to link to them from pmusa.com. He also pointed out that some sites will not allow you to link to any page but their home page from another site.

Content:
The PM team clarified how the content from the current site translates to the new architecture.

- The current content from the Tobacco Issues landing page will be on the new Health Issues page. The Health Issues page will also include information on and links to the subsections of Health Issues.
- The content on the current Health Issues for Smokers page will appear on the new Cigarette Smoking and Disease page (the Richmond folks wanted to call this page Risks of Smoking, but Ellen came up with this nomenclature in a later meeting).
  The Low Tar Cigarette page will contain some of the content that appears on the current Tar & Nicotine Numbers page. The content will not be removed from the Tar & Nicotine Numbers page; it will appear in both places. The Low Tar Cigarette page content will emphasize the "no such thing as a safe smoke" content, and info on and links to Monograph 13 (this is the content on the current Tar & Nicotine Numbers page associated with the link that reads "article from the National Cancer Institute"). There was a side discussion about this monograph: WSA wants a link to the full monograph from the site. Currently, the link goes to a press release article, which contains a link to the monograph. The rest of the PM team felt that this was sufficient, and a link directly to the monograph was unnecessary.
- Quitting Smoking text remains the same.
- The content under Secondhand Smoke has been updated on the current site and will not change.
- In a meeting later in the day, Ellen Merlo proposed adding Addiction as a new section under Health Issues. We did not discuss where that content would be coming from.

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